



**SXSW<sup>®</sup>**

# **PANELPICKER<sup>®</sup>**

# **TIPS**



**SXSW Conference • March 10 – 18, 2017**

**[panelpicker.sxsw.com](http://panelpicker.sxsw.com)**



**SXSW.**  
**MUSIC**  
**FILM**  
**INTERACTIVE**

**20**  
**16**

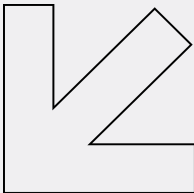
**WHAT IS SXSW?**

# WHAT IS SXSW?

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of the interactive, film, and music industries.

The event, an essential destination for global professionals, features sessions, showcases, screenings, exhibitions, and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together.

**SXSW 2017 takes place March 10-19, 2017.**



# WHAT IS SXSW PANELPICKER?

The logo for SXSW PanelPicker, featuring the text "SXSW" in a large, bold, white font above "PANELPICKER" in a smaller, bold, white font, with a white arrow pointing down and to the right, all on a black rectangular background.

**SXSW**  
**PANELPICKER**

## Welcome to PanelPicker®

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PanelPicker is the official SXSW user-generated session proposal platform.

[Learn More...](#)

### **SXSW 2017**

Entry process open: **Jun 28 – Jul 22**

Community voting: **Aug 8 – Sep 2**

### **SXSWedu 2017**

Entry process open: **Jun 28 – Jul 22**

Community voting: **Aug 8 – Sep 2**

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Please sign in.

[Sign in](#)

# WHAT IS SXSW PANELPICKER?

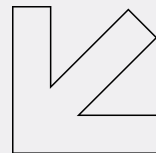
Community-driven approach to programming the SXSW Conference

Keeps the event fresh with new ideas

Affords us a big-picture view of what the community is interested in year-by-year

Creates engagement with our community

An engaged community is what makes SXSW special



# HOW DOES PANELPICKER WORK?

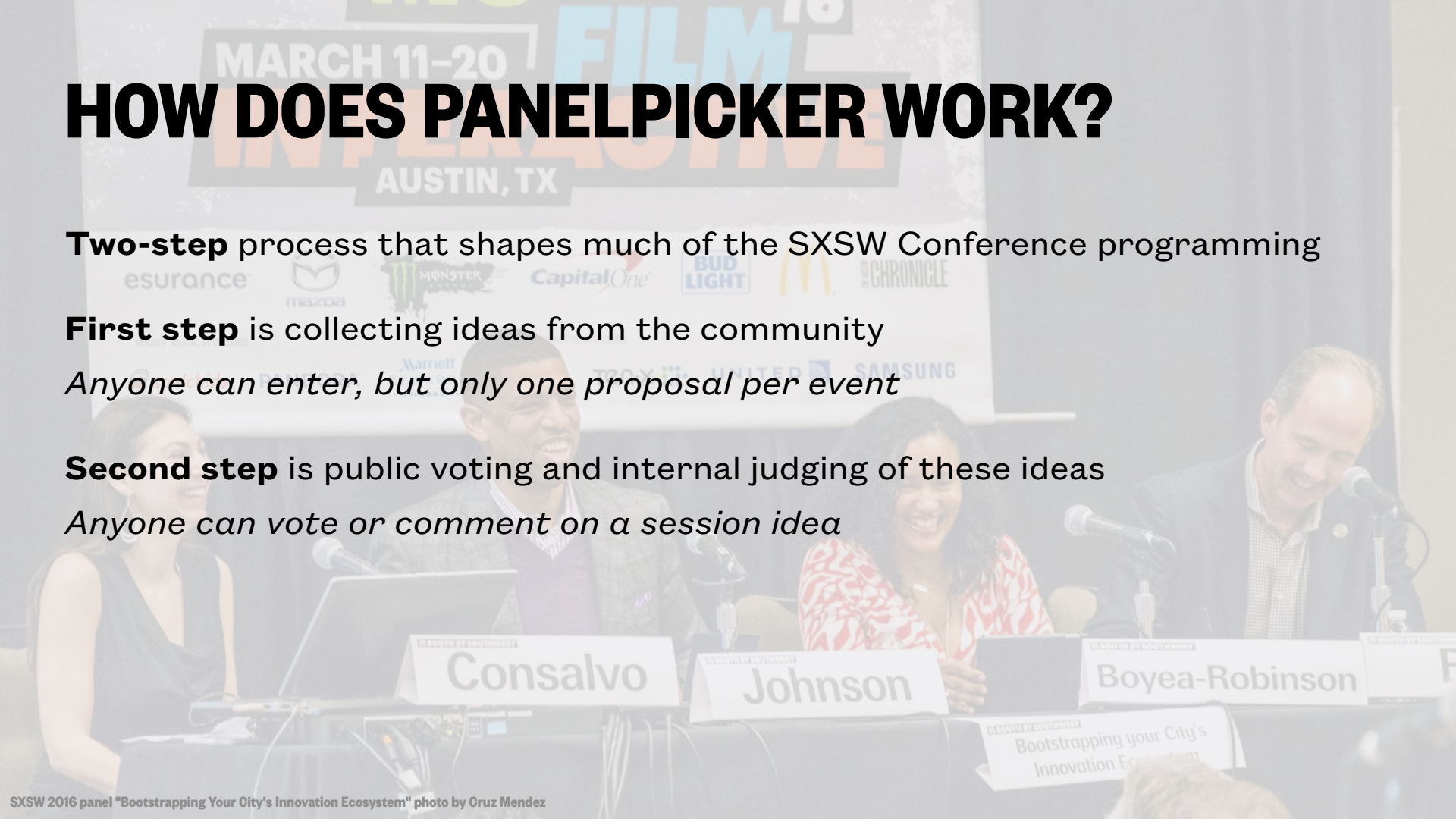
**Two-step** process that shapes much of the SXSW Conference programming

**First step** is collecting ideas from the community

*Anyone can enter, but only one proposal per event*

**Second step** is public voting and internal judging of these ideas

*Anyone can vote or comment on a session idea*



# HOW THE JUDGING PROCESS WORKS

Public voting runs from **August 8 - September 2**

Each proposal also reviewed by the **Advisory Board**

Each proposal also reviewed by **SXSW Conference Programming Team**

Each proposal gets a composite score from these **three groups**

Sessions for the 2017 SXSW Conference announced **Monday, October 17**

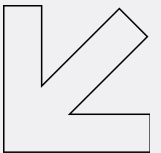
# TIPS FOR PANELPICKER ENTRY SUCCESS





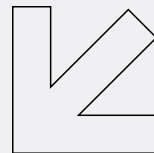
# TIPS FOR PANELPICKER SUCCESS

1. Meet the deadline and follow the instructions. **Entry deadline is 11:59 pm CT on Friday, July 22.**
2. Create an **original proposal** that focuses on what you're passionate about.
3. Focus your proposal on **the future**. Give us your perspective on what lies ahead and why.
4. SXSW attendees want **advanced, in-depth information** so create an original proposal that focuses on the future and covers the particulars of a topic.
5. **Solo sessions** work well as they give speakers more opportunity to prepare and go into specifics.



# TIPS FOR PANELPICKER SUCCESS

6. **Diversity** matters - all panels must include diversity in gender, race, location and employment of speakers, and diversity in thought and opinion.
7. Include a **video** with your proposal. Your speaking abilities matter and we'd like to see them. (This video does not have to be professionally produced and can be recorded on your webcam or phone.)
8. Your **title** should **reflect your description**. A lot of people browse titles only.
9. **Proofread, proofread, proofread**. Spelling, grammar, and punctuation are **extremely** important.



# RECAP

Email us at [sessions@sxsw.com](mailto:sessions@sxsw.com) with any questions

Registration begins on Monday, **August 1, 2016**

Dates for the SXSW Conference: **March 10-18, 2017**

Dates for SXSWWeek 2017: **March 10-19, 2017**

Watch the walkthrough at [panelpicker.sxsw.com/about](http://panelpicker.sxsw.com/about)



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**MARCH 10-19**

**← 2017**

